GOVERNMENT OF INDIA
PETROLEUM AND NATURAL GAS
LOK SABHA

UNSTARRED QUESTION NO:4481
ANSWERED ON:24.04.2008
EXPENDITURE ON ADVERTISEMENTS
Reddy Shri Karunakara G.

Will the Minister of PETROLEUM AND NATURAL GAS be pleased to state:

(a) the total advertisements given by ONGC during the last three years to newspapers, magazines, TV channels and all other media, giving separate figures for the print and visual media.

(b) whether ONGC has any plans to increase its advertisements in the coming year; and

(c) if so, the reasons for such expenditure by ONGC?

Answer

MINISTER OF STATE IN THE MINISTRY OF PETROLEUM & NATURAL GAS(SHRI DINSHA PATEL)

(a) The total advertisements given by Oil & Natural Gas Corporation Limited (ONGC) for the last 3 years, with separate figures for Print and Visual media are given as under: -

Year	Expenditure(Rs. in Crore.)	
	Print Media	Visual Media
2005-06	36.33	Nil
2006-07	41.66	5.69
2007-08	13.34	1.24

(b) The expenditure incurred on advertisements is based on business activity and statutory requirements that varies from year to year.

(c) ONGC is a listed company, with a large and diversified shareholder base. It is the 'Flagship Energy Major' of the country. It is imperative that the corporate performance and achievements of Navratna ONGC are communicated to all shareholders, stakeholders in business and people of the country at large. Advertisements are accepted instruments to communicate corporate performance and reinforcing corporate goodwill among all stakeholders. ONGC also advertises in public interest.